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Back To Work!

—See "EBB'N FLOW"—Page 9

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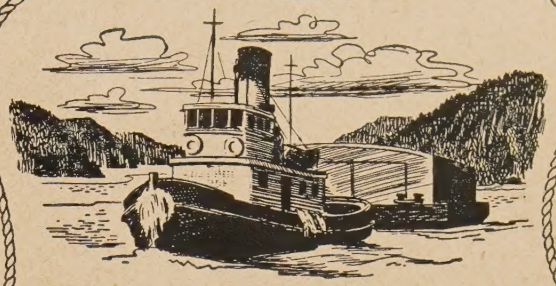

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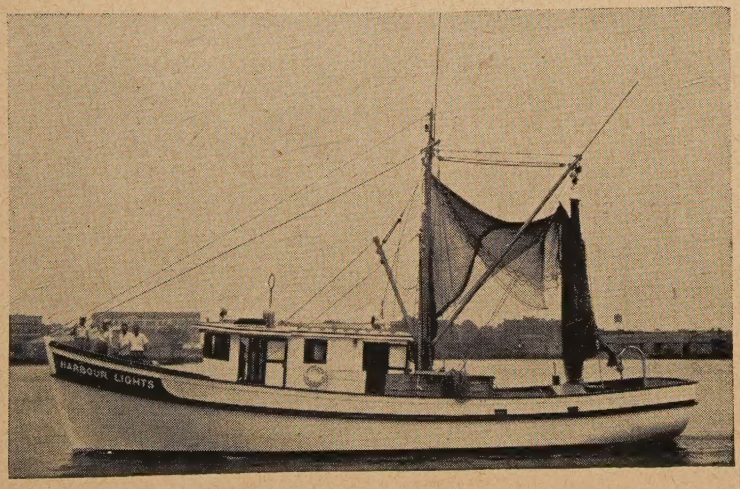

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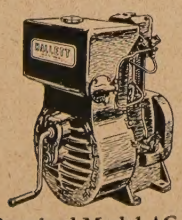

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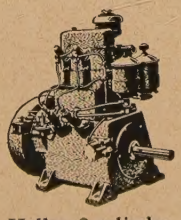

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Mrs. Taggart will present a special series on sea foods, the first of which will appear in the April issue. She will not only detail recipes of many delicious sea foods but also will discuss the many varieties of Pacific sea food; how to select them, cooking and the remarkable health value supplied by these foods from the sea.

Mrs. Taggart possesses wide experience in home economics, as both a writer and teacher, and is well known throughout the Western states. She also has worked extensively in food display and photography.

A graduate of the Santa Barbara College of the University of California, Mrs. Taggart has done graduate work in Home Economics at the University of Southern California.

The services of Mrs. Taggart are available to canneries, processors, and other fishing industrial groups as consultant, demonstrator and lecturer. Contact PAN-AMERICAN for this service.

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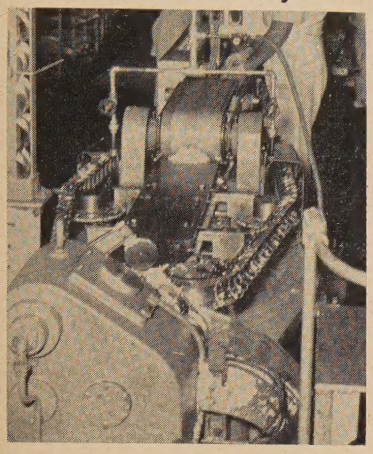

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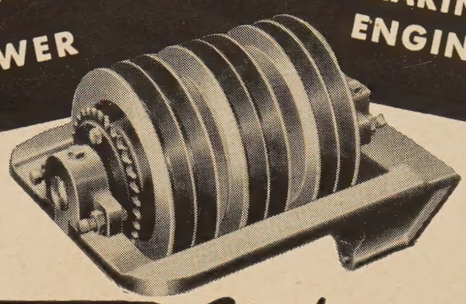

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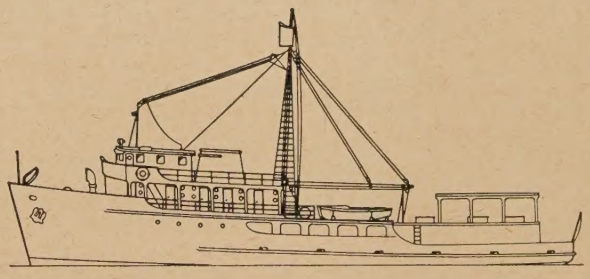

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STANDARD ENGINEER'S REPORT

DATA

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UNIT Fishing boat "Josie Lena" - 57' 60 H.P. Atlas Diesel engine

PART Reverse gear - self-lubricated

CONDITIONS Fish high seas - albacore + shark off California + Mexico Coasts

OWNER Joseph Piazza - San Francisco

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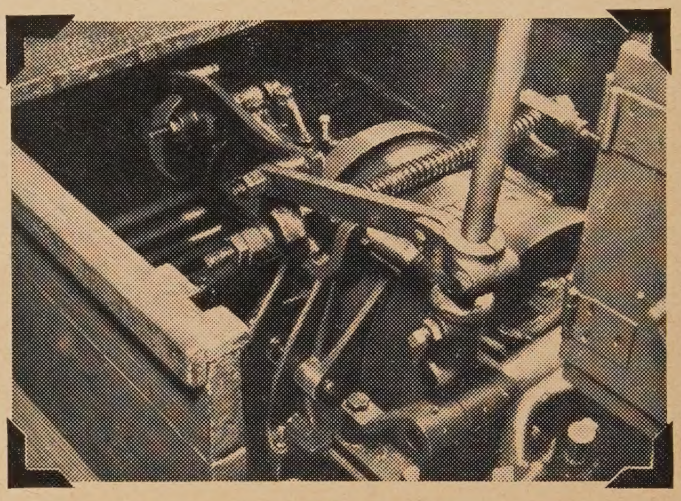

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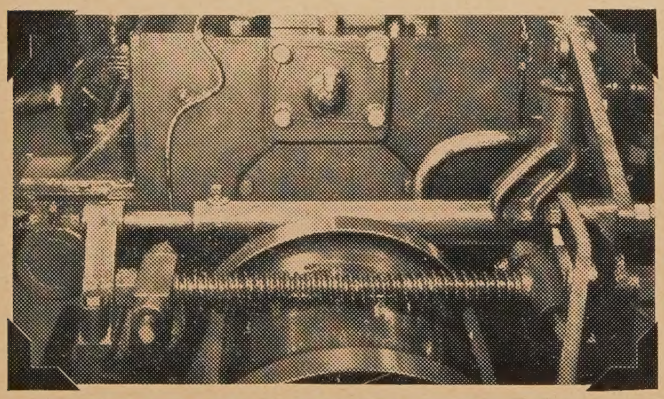

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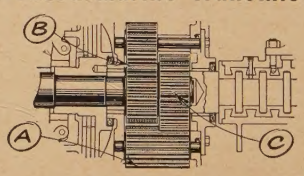

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NEWSmagazine of PAN-AMERICAN FISHERIES
combined with the magazine TUNAfisherman

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Serving the Pan-American Fisheries

A Marine Press Publication

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Volume 6 Number 8

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The GLOBE

An International News File compiled by FOREIGN BUREAUS of Marine Press Association

Oslo, Norway.—The 1952 winter herring fisheries, off the coast of Gunnmore Province in western Norway, got off to a stormy, but very promising, start on January 18, states the Norwegian Information Service in a January 31 news release.

Following radio-telephone directions from the Norwegian ocean-research vessel G. O. Sars, an unprecedented number of fishing craft, including many purse seiners and drifters, ventured 45 nautical miles out to sea where they found waters teeming with sloe herring. Notwithstanding strong gales that caused heavy loss of herring—worth about 8 million kroner to the fishermen (U.S. $4,980,000)—had been landed in Aalesund, main port of the western fisheries. That's a new record for one day.

Kept constantly posted by radio-telephone reports from G. O. Sars, more than 1,000 fishing craft followed the herring toward the shore, fighting storms all the way. The total catch was estimated at over 116,000 tons—twice as much as at the same time last year—with a firsthand value of about 23 million kroner (U.S. $3,216,780). Analysis shows that this year's herring has a fat content of 14.5 percent, or 1 percent higher than in 1950. Average weight is 11.75 ounces, which is notably more than last year.

In the past 12 months, the Norwegian herring meal and oil industry has made great strides in eliminating some of the bottlenecks which have troubled production in the past. To save valuable time, four large specialty transports, equipped with up-to-date loading and unloading facilities, ply back and forth between fishing grounds and the reduction plants in and around Aalesund. Two of the vessels are equipped with herring grabs, each capable of loading 4,000 metric tons a day. The other two feature huge suction pumps of American design, each with a capacity of 100 tons an hour. Total capacity of the four transports is thus about 10,000 tons a day.

As many fishing craft still bring their catch directly to the wharves of the reduction plants, a number of these have recently installed herring grabs and elevators to speed up unloading. The productive capacity of the meal and oil plants has at the same time, been increased by about 20 percent in an effort to keep abreast of deliveries.

Accounting for 1,168,000 tons of the 1951 Norwegian landings, the herring fisheries alone produced 100,000 tons more than the total for all fisheries in 1949. The winter herring fisheries landed a record high of 880,000 tons, beating the previous high in 1948 by well over 68,000 tons.

Mexicali, Mexico.—The Mexican fishing fleet brought in some 220 metric tons of shrimp to the Gulf of California port of San Felipe in October-November 1951, with an estimated equal amount delivered at El Golfo de Santa Clara, Sonora, and twice as much at Puerto Penasco, Sonora, states a December 10 American consular report from Mexicali, B. C., Mexico. However, the majority of boats shrimping in the northern part of the gulf are out of Guaymas and return there with their catch. Shrimp are judged to be about three times as plentiful as last year when early out-of-season shrimping seriously lowered the normal catch. In November, jumbo shrimp comprised around 80 percent of the total received by packers. During the month, the average price obtained by shrimpers at San Felipe was 6.50 pesos per kilo (about 34 U. S. cents per pound) as landed.

Freezers and packers of shrimp were hit by a reduction from 80 to 33 1/3 percent in the exemption for frozen shrimp on the general 15 percent ad-valorem export tax, effective November 30. Local small packers are not in a competitive position to permit raising prices to U. S. buyers to cover the higher tax payments, and will need to cut profits and hold the line on prices paid the fishermen. As a result of the change in tax exemption, fresh shrimp in sizable quantities will probably again begin to be exported to the United States. However, a Mexican firm with fish-packing plants at El Sauzal and Cedros Island off the west coast of Baja California states that its operations are now experiencing a seasonal slack, according to a January 7 American consular report from Tijuana, Mexico. The slack is due to the closing of the season between January 15 and March 15 for abalone fishing in accordance with Mexican law.

The canning of sardines continues without interruption, according to reports.

Since the demand for fish meal is good in the United States, the above firm is currently supplying less than half of the orders received from prospective buyers in California.

Another fish packer and canner of the Ensenada region on the west coast of Baja California, having expanded its tomato sauce canning operations, reports that it has been able to supply fish packers in California with 60,000 five-gallon cans of commercial tomato sauce, and at the same time pack 20,000 five-gallon cans for its own use in packing fish at the Ensenada plant.

Copenhagen, Denmark.—A license for the operation of a Danish-type floating trawl net has been issued by the Canadian Department of Fisheries to a Victoria, B. C., fisherman, according to the December 1951 Trade News. This type of gear, fairly common in North Atlantic fisheries, is on trial in the Pacific area and this season's operations for the catching of herring will be closely watched by an observer from the Pacific biological station of the Fisheries Research Board of Canada, who will be aboard during the fishing.

The Danish trawl net is towed by two vessels, which may operate as much as 300 feet apart. Instead of being dragged along the floor of the sea, as with an ordinary otter trawl, the Danish type net is set at any depth in which fish may be swimming. It consists of four lead wings and the usual cod ends; a bridle line from the outer wings leading to the towing ships. A line of corks keeps the topside of the net buoyant and a heavy footrope insures an open lead while in motion. Heavy iron weights are carried on the bridle lines, and adjustment of these permits changes in the depth at which the trawl is operated.

PAN-AMERICAN
fisherman
NEWSmagazine of PAN-AMERICAN FISHERIES

Back to Work!

Successes at Washington, D. C., Publicity, Faster Market, Causes Clippers to Line Out to Sea; Canneries to Hum Again.

RETURN TO THE FOLD

Off Again, On Again:

Six hundred cannery workers will be employed at the California Tuna Canning Co.'s plant in the South Bay when full time operations are resumed with the return of the clippers now at sea, Earl M. Nielsen, president, disclosed.

Nielsen said the company will handle the catches of both the Westgate-Sun Harbor and Caltuna combined fleet of 55 clippers pending further reorganization plans of Westgate-Sun Harbor.

Option:

Asked if the California Tuna Canning Co. intended to purchase in the near future corporate interests of Westgate-Sun Harbor, Nielsen replied with a terse "no comment." Earlier, Caltuna stockholders purchased the interests of Jack Crivello, executive vice president of Westgate-Sun Harbor, and have an option to acquire the holdings of other company executives here and at Monterey.

Nielsen said that 350 cannery workers will be employed this week in canning the cargoes of the clippers *Carol Virginia* and *Sea Giant*. Both vessels arrived in port over the week end.

To fish for the California Tuna Canning, Van Camp Sea Food and French Sardine Co.'s 18 tuna clippers left port. They were the *Coronado, Sun Dial, Benita, Columbus, Dorothy Lee, Sun Hawk, St. Joseph, Sea Lion, Sun Voyager, Sun Jewel, Navigator, Mary C. Canas, Monarch, Katie Lou, Marine Greyhound, Conte de Cavoia, Bernadette* and *Santa Anita*. By the month's end there was hardly a clipper docked in San Diego.

Last year, due to the long tieup of the Westgate-Sun Harbor fleet, the *Sun Dial, Sun Voyager* and *St. Joseph* made only one voyage.

Return:

Beside the *Carol Virginia* and *Sea Giant* two other clippers sailed into the harbor after being from 75 to 110 days on the fishing banks off the coast of Peru. They were the *Royal Pacific*, ending her second voyage since commissioning, and the *Renown*. Their 525 tons of yellowfin and skipjack were unloaded at San Pedro.

Several hundred tons more reached port on the *West Point, Jeanne Lynn, Saratoga* and *Mary E. Petrich*. None of these vessels will unload here as they are under orders to deliver their fish to the Van Camp Sea Food Co.'s plants at Terminal Island. Reported homeward bound is the clipper *Mona Lisa*.

The San Diego plant of Van Camp is not expected to resume operations until May 1. No date has been set for reopening of the High Seas cannery at Roseville, an affiliate of French Sardine. Also idle are the local plants of Westgate-Sun Harbor and West Coast Packing Co.

INDUSTRY

Poundage:

A total of 242,947 tons of seafood were delivered to California canneries

(*Continued on next page*)

in 1951, of which 83,932 tons of tuna were caught by the San Diego fishing fleet, the State Division of Fish and Game disclosed yesterday in its annual report.

Capt. Donald Glass, head of the local office of the state fisheries, reported that the annual catch, in tons, included: Albacore, 22,852; bluefin, 1736; skipjack, 59,294; yellowfin, 86,894; bonito, 373; yellowtail, 2072; Pacific mackerel, 15,562; jack mackerel, 43,731; anchovies, 2608; herring, 2127; squid, 5033, and mebachi, 15.

Mystery:

This was the first time in the annual report of the State Fish and Game office that mebachi had been listed and both local fisheries officials and cannerymen were puzzled. Dr. Milner Schaefer, director of investigations of the Inter-American Tropical Tuna Commission solved the mystery.

"The scientific names of mebachi is Parathunnus Mebachi," said Dr. Milner. "In reality it is a big-eyed tuna and is common in Japanese waters. The Japanese call the fish mebachi and it is so listed in most fisheries periodicals. I believe the reason the fish has not been found in previous reports of the state fisheries office is that it has been classified as yellowfin. But for its big eyes it looks exactly like yellowfin." The 15 tons came from Mexican waters.

Drop:

Glass reported that the December deliveries of seafood to San Diego canneries amounted to only 466 tons, as compared to 10,659 tons for the corresponding month of 1950. There was a drop of more than eight million pounds in the delivery of yellowfin and 10 million pounds decrease in skipjack. This was attributed to the laying up of more than 85 percent of the tuna clipper fleet during the latter part of 1951.

TRANSACTION

Big Deal:

In one of the largest transactions in the tuna industry in recent years, stockholders of the California Tuna Packing Corporation purchased all the multi-million-dollar interests of Jack Crivello in the Westgate-Sun Harbor Co., Westgate's president, W. Wade Ambrose, reported.

He said the purchase will in no way affect the 25-year-old sales and distribution policies of Westgate's national brand, Breast-O'-Chicken tuna, however.

The announcement cleared rumors and speculation which had kept the tuna trade buzzing for the last six weeks. Most prevalent rumors were that Cal Tuna would purchase the Westgate-Sun Harbor Co. and that of Westgate, would leave the Crivello, executive vice president firm.

Board:

Ambrose did not announce makeup of the Westgate-Sun Harbor board of directors and officers under the new set-up. However, he said boat sailings of the Westgate fleet will be announced soon.

Crivello had been executive vice president of Westgate-Sun Harbor since it was formed Jan. 1, 1950, by a merger of his Sun Harbor Packing Co. with the Westgate Sea Products Co. headed by Ambrose. Ambrose became president of the new company.

Production:

The merger created a company which was handling about half the production of San Diego's 60 million-dollar-a-year tuna industry. At that time the new company planned production of about three million cans a year.

The Westgate-Sun Harbor Co. employed about 600 workers.

California Tuna Canning Co. is headed by Earl Nielsen. It was formed in 1950 by a merger of the San Diego Tuna Packing Co. and California Tuna Canning Co.

LIGHT SUPPLIES

Fisheries Products:

Light supplies of fishery products in December 1951 (due to continued bad weather in many producing areas and curtailment of production during the Christmas holiday season) accounted for higher prices which prevailed for these products during that month. Prices for edible fishery products during that month rose 3.1 percent over November 1951 and 2.5 percent over December 1950. The edible fish and shellfish (fresh, frozen, and canned) wholesale index for December was 115.7 percent of the 1947 average.

Groundfish:

Haddock and other groundfish landings in December 1951 continued light. Fresh drawn large offshore haddock during the month jumped another 18.7 percent above the previous month and 21.1 percent above a year earlier. This increase was offset to a certain degree by lower prices for western halibut and king salmon, both of which sold below November 1951 (by 1.0 and 0.3 percent, respectively) and December 1950 (by 17.1 and 1.4 percent, respectively). Good supplies from Canada brought quotations for whitefish considerably below the previous year, while light supplies of lake trout and yellow pike accounted for price increases on these species. Drawn, dressed, or whole fin fish prices in December 1951 were 4.5 percent above the corresponding month in 1950 and 7.2 percent higher than in November 1951.

(*Continued on page 23*)

Let's Abolish Those Research Fiascos!

by EMMETT W. FOWLER, Jr.

IT IS tragic that a multimillion dollar industry had to learn the value of cooperation through experiencing a costly "tie-up" and sales slump. This cooperative spirit needs to be systematically nurtured as its potentials are boundless.

Unfortunately there has been a discord which apparently has been conquered and must never again be allowed to undermine the advancement of the tuna industry. The united front which has been mobilized on the tariff question is something heretofore unknown. Another shining example of this new cooperation is the standards committee work on pack classification being performed at Terminal Island. Mr. Albert Vignola of West Coast Packing Corporation spearheaded the joint operation of the Food and Drug Administration and members of the California Canners Association. A representative of this Association and a member of this government agency have been carrying out the actual details of this very successful project. The completion of such a venture is accomplished because the goal of the research is definitely defined and purposefully attacked.

No such definite goals have been formulated for our broader industry problems. Both government and private agencies have assumed that the research is an end in itself and is everlasting. The industry has been led into concurrence with these primarily theoretical and hypothetical biological investigations. What industry attempts have been made to solve its practical problems of merchandising, processing, developing of gear, locating of bait and lobbying apparently have been turned over to various biologists who are just becoming acquainted with the rudiments of the tuna industry.

Even when the Branch of Commercial Fisheries, U. S. Fish and Wildlife Service, sets upon a practical problem it often fails to take advantage of the best available equipment even when it may be obtained simply for the asking and the transferring of a small fee from one government agency to another. For example: The experimental testing of fish tags on Albacore in a water tunnel.

The concept of the experiment may have been sound but the equipment used to solve the problem was most crude in comparison to what actually could have been used. The water tunnel used for this albacore tagging was essentially a five foot long box, eight inches wide, and ten inches deep, with channel steel sides and clear lucite top and bottom. With all due respect to the University of Washington Hydraulic Laboratory at Seattle, this equipment can hardly compare to the Free Surface Water Tunnel at the Hydraulic Laboratory at the California Institute of Technology or the Garfield Thomas Water Tunnel at Pennsylvania State College School of Engineering.

The Garfield Thomas Water Tunnel is the best in the country and it can be operated with variable speeds up to forty eight knots, variable temperature between 40°F and 120°F, variable gas content, strain gauges, acoustic equipment, many other hydraulic devices including some seventy pressure instruments and clear vision along its thirty foot length of the four foot diameter tube. This tunnel has all the facilities to solve the fundamental and advanced problems of hydrodynamics.

ALTHOUGH some six research organizations participated in contributing to the experiment of external tags on the albacore, it would seem that their combined efforts and money could have produced more valid results if they had used equipment specifically designed to solves their hydrodynamic problem.

The Fish and Wildlife Service administrators, from their desks in Washington, expect their best field man to produce reliable results from purse seine operations using an ill suited vessel, a converted aircraft crash boat. No purse seine operator out of San Pedro or Monterey would even leave port in such a bucket. (*Continued on page 19*)

Walker

Salesman at

WALKER J. ATWELL, a burly, rambunctious, hard-driving Scotch-Irish-American who, at 41, has set something of a sales record in ships chandleries circles in Southern California, got his first introduction to the huckstering dodge when only nine years old. The venture was, unhappily, a fiasco of the very best. He tried to palm off on a neighborhood grocer a toy hammer, a gift from a pal named Santa Claus, but was curtly dismissed and advised to go play with his velocipede. He doesn't recall, *Circa* 1952, what he wanted the money for. But the need then must have bulked large. He was poor in those days, so he sulked, therefore, until his father took note, and, by virtue of a long-term loan of a nickel, put him back on his feet.

Despite the satisfaction he felt in being solvent once more, however, the incident so soured him on selling that it was May 15, 1945, before he again tried his hand at the game. On that date, of course, the picture changed considerably. He had, meantime, developed a tongue-in-the-cheek attitude toward life, and had learned to laugh, a pair of characteristics that probably is the luckiest thing that could have happened to him. Currently, he is President and General Manager of two of the hottest marine-allied businesses on the West Coast of the United States. Moreover, it may safely be said that he laughed and sold his way into all two posts.

FOR the record, these are the sprawling, fatly-stocked Atwell Supply Company, and the equally well-supplied former Drake and Bullen Co., at 1150 Harbor Drive, in the same city. Atwell and his business associates purchased the latter firm in January of this year, and, collectively, these enterprises represent, according to those who should know, a substantial investment, and a healthy faith in the future of Southern California's fishing industry. Main store of the company will be at the Harbor Drive address.

At any rate, by bringing into play a sales touch that had lain dormant for thirty-odd years, he has brought to light, in a short seven more, a couple of enterprises that rank with the best of their kind from Seattle, Washington, to Guaymas, Sonora, Mexico. Add Drake & Bullen's nationally-advertised stock to that of the Atwell Company's, throw in a dash of trained employes, a host of friends and wealthy customers and the net result is not hard to visualize. At present, the plants are operating independently of each other, but the situation may change soon. So far, the only marked alterations Atwell has made lies in the manner of service procedure.

Where many a top executive is known for his quiet administration, Atwell operates with a bustle and hurley-burley that is as characteristic as his hearty laugh. His office is usually alive with busy employes, and the brisk conversations of order taking or placing. And available floor space is invariably piled high with orders of ship's supplies.

In point of fact, when Atwell pays a visit to his latest expansion project, he can scarcely find a chair to sit on. Not that this bothers him much. He spends so little time in his office at Atwell Supply that, were he looking for a hiding place, he could do no better than to walk in and shut the door. Action, to be sure, is meat to him. It should be. He once was a Western Union messenger boy.

Atwell was born in Columbia, Kentucky, March 16, 1911, to James Newton Atwell, a contractor, and his wife, Birdie Childers Atwell. He was the second of eight children; three girls and five boys. Two of his brothers, Paul and Bill, live in San Diego, and the rest are scattered throughout the country. Paul is a Chief Bos'n's Mate, U. S. Navy, and Bill is Store Manager of Atwell Supply. When the trio gets together for a *soiree* at one or another of their homes the occasion is generally celebrated with a great deal of Southern aplomb, and invariably the conversation gets around to Atwell *pere*. On *that* subject, all are agreed. "The old boy was a crackerjack," the concur. "The only advice he ever gave any of the boys was, 'never say no to anything. Unless, of course, someone asks if you've had enough whisky.'"

A BORN opportunist, and one who apparently was capable of succeeding as such, Atwell Senior, although a native, along with his wife, of Adair County, soon shook the soil of Columbia from his boots. The booming city of Louisville, Kentucky, caught his interest, and there the family settled, with the head of the family once more in the contracting trade. There, also, the Second Son went to school. But not for long. The lure of Dame Banknote had him by the ear, and, upon completion

Big Boss; Little Boss
Walker (left), and Bill Atwell

Atwell

sident at 40

by JOHN SPRINGER

of his seventh year in Grade School, he bandoned the lair of the pedagogues for a job with Western Union, as a messenger.

Twenty years later, Western Union still had him enrolled as an employe, although his working capacity had changed to that of Press Representative. During those years also, he had managed to squeeze in ten years of night school in cities such as Louisville, Indianapolis, Indiana, and Cleveland, Ohio; cram in a session at Fenn College, Cleveland; join the Army Reserve Corps, meet and become friends with most of the campaigning politicians on the loose at the time, travel the length and breadth of the country fairly consistently with sports writers, movie sets and commercial big shots, and eventually get himself into the Military Intelligence, shortly after the Japanese warlords gave orders to clobber Pearl Harbor. In this latter role, he attended, additionally, Officers Training School at Grinnell, Iowa, and the Army's Intelligence School at Camp Livingstone, Louisiana, and, upon his discharge, he came to San Diego as Manager of the Johnson Specialty Company, a marine supply house at 2019 Main Street. On September 15, 1945, he resigned to start his first chandlery, now Coast Equipment Company, a move that led to his present position. The going, for a time, was rough.

For one thing, he was the sole staff. For another, his entire stock consisted of filters only. He sold, however, plenty of them to the fleet, and, while in the act of doing so, he mad plenty of friends, many of them the top dogs of the tuna industry. Fishermen liked the big, good-natured ex-press agent with the easy laugh and casual manner, and soon they were asking him for other marine equipment. Here, he established a reputation that has been his trademark since. Hard-to-get merchandise became his Number 1 purpose, and many fishermen recall that, when all other sources of supply had given up in providing a certain article, Atwell, more often than not, would come through.

THE result was that, on October 15, 1947, he sold his interest in Coast Equipment Company and established Atwell Supply, the original, at 633 West Market Street, the following month. This enterprise consisted of three small buildings, each with about 20 x 40 of floor space, and, as in the case of his first venture, he himself ran the show. The situation, however, didn't last long. Quick to see an opportunity, a number of fishing figures got into the swim with him, and the outcome was the Atwell Supply Company, completely set up as a ships chandlery. This place has 3,200 feet of floor space, very nearly all of which is devoted to marine supplies. Such excellent lines as Willard batteries, Ball Band rubber boots, put out by Mishawaka Rubber Company; A. J. Tower Company's rubberized clothing, Thor power tools, manufactured by Independent Pneumatic Tool Company; Williams tools, Williams Tool Company; Wall rope, Wall Rope Works, Incorporated; Kohlenberger Ammonia Compressors, filters from the Filter Equipment Company; Dayton Rubber Company products; Atlas Anchors, Atlas Foundry Company; Alemite fittings, Alemite Company of Southern California; refrigeration parts by Allied Refrigerator Company and chemicals from Hill Brothers Chemical Company, in addition to a hundred-and-one other items, are a good cross-section of his wares for sale. Atwell's flair for service to his customers is so pronounced, indeed, that he handled the "Fairliner" Tuna Tenders built by Western Boatbuilding Company, Tacoma, Washington, and even stocks pure distilled water, which is supplied by San Diego Water Supply, San Diego.

The merchandise picture at the former Drake & Bullen's of course, is about the same, so far as top lines are concerned, although the difference lies in brand names. This means that, in taking over, Atwell has collared some of the country's top lines in their respective fields, a move that can certainly do him no harm with the trade. Drake & Bullen's careful selection of quality stuff, especially during the early days of the firm, was no less emphatic than Atwell's, and, while on the subject, this policy, perhaps more than any other led to a neck-and-neck struggle for su-

(*Continued on page 20*)

Atwell Personnel

Above is shown part of the office and store personnel of the Atwell Supply Co.

WINNER DINNER

Tuna Fish Is Getting National Plugs In More Than One Way

by WALTER
'HANK' RICHARDS

OPENING gun in the tuna industry's drive to sell more tuna explodes with a bang in the March 10th issue of *Life* magazine when the "Winner-Dinner" advertising and merchandising plan of the Can Manufacturer's Institute gets under way.

Combining efforts of the tuna industry, the macaroni manufacturers and the canners of Blue Lake Green Beans, the plan will be an effective test of cooperative advertising and merchandising of related food products.

Two full page ads in color, one paid for by the canners of Blue Lake Green Beans, the other by U. S. Steel Corporation will kick off the merchandising drive. The March 31st issue will carry another full page, paid for by the tuna industry, each ad selling *Life's* 5,000,000,000 reader-families on the advantages of the tuna macaroni-green bean Winner-Dinner.

A TEAM of merchandising men from the Can Manufacturer's Institute, cooperating with 30 field men from *Life* are just now winding up a nation-wide tour of 30 major markets, conducting meetings before food brokers and chain store executives, issuing "Winner-Dinner" sales kits and making arrangements for "point-of-sale" displays at important super-markets in all areas covered.

Macaroni manufacturers have 1,000 salesmen pushing the Winner-Dinner campaign and are also scheduling local advertising in their own trade areas. A total of 30,000 major food outlets are expected to participate in making this the biggest single ad store promotion of related food items in the history of the food business, according to Mr. Herb Nelson, vice-president of the Hanley-Hicks-Montgomery agency, developers of the campaign.

I attended the Winner-Dinner meetings in Los Angeles and San Diego and found the food brokers most receptive to the plan and obviously impressed by the excellent sales aids for grocers contained in the kits. The meetings closed with a serving of the "Winner-Dinner" to each broker. All agreed the meal is worthy of the promotional effort being expended.

The merchandising aids offered are of a quality and quantity normally associated with million dollar ad campaigns, although the total budget expended is only $125,000, with the tuna industry, canners, boat owners and related organizations contributing less than $40,000. Truly an advertising bargain if I have ever seen one.

This merchandising campaign is worthy of more advertising support if the utmost benefit is to be attained. Tuna canners have the opportunity of a lifetime to sell even more tuna through the expedient of tying in their own newspaper, radio and TV advertising with the Winner-Dinner campaign.

This will add to the impact of the *Life* ads and enable each canner to get the maximum benefit from the great Winner-Dinner "point of sale" merchandising plan.

By a happy chance, the campaign coincides with Lent. It appears to me that canners should lay special stress in their ads upon the fact that the Winner Dinner is a natural for the Lenten Season.

Adding local newspaper, radio and TV support in the market areas covered will convince home economics editors to grant editorial support to the Winner-Dinner that might otherwise be denied. In this way the effectiveness of the campaign will be multiplied many times over.

THE campaign is a splendid test of the effectiveness of stretching advertising dollars by means of cooperative

(*Continued on page 21*)

SERVE A

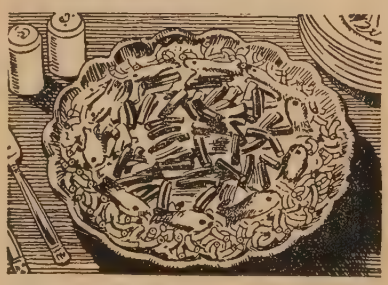
winner dinner

Quick 'n easy with

Blue Lake Green Beans,

Tuna and Macaroni

Make it in 19 minutes
for only 19¢ a Serving!



8 ounces elbow Macaroni, cooked
1 can Blue Lake Variety Green Beans
MILK
1 7-oz. can California Tuna in oil
1 tablespoon butter or margarine
3 tablespoons flour
1 teaspoon each paprika and dry mustard
4 tablespoons butter or margarine
¼ cup each chopped parsley and pimiento
1 teaspoon minced onion, optional
½ cup grated Parmesan or American cheese

During time macaroni is cooking, drain beans; boil liquid rapidly until reduced to ¼ cup. Add enough milk to make 1½ cups; reserve. Drain liquid from tuna into saucepan; add 1 tablespoon butter. Stir in flour, paprika and dry mustard. Add liquid and cook, stirring contantly, until mixture thickens and comes to a boil. Add drained beans and tuna; heat to serving temperature. Toss hot cooked macaroni with remaining ingredients. To serve, arrange macaroni around edge of platter; turn bean mixture in center. YIELD: 6 servings. *If desired, platter may be garnished with toast cut with fish cookie cutter.*

Panorama
Aerial view of National City's waterfront.

National City

A PATTERN FOR TOMORROW?

by
DEAN PIEPER

A SHORT, rotund man with a serious expression sat behind a modernistic desk in the city hall of a South Bay community the other day and studied a large wall map.

"Industrial development is no longer a hit and miss proposition where you try to get payrolls by offering everything including the kitchen sink," he observed. "Getting industry into your community is now a matter of carefully planned business."

"Yes," his visitor agreed. "And I think we're about ready for business."

The man behind the desk was Frank Seifert. His title: manager of the city of National City, County of San Diego, California. A retired Army colonel who is more or less unaware of his inclinations for king-sized cigarettes, chain-fashion, he was last September applicant No. 37 for the position of administering the affairs of a financially dazed community.

NOT that he needed the job. Rather, at the insistence of certain circles he agreed to submit a formal application and assured his prospective employers of a determination to change the color of the municipal ink from red to black.

Today, after what's seemed like an endless round of nights and Sundays, he has worked the municipality's financial picture into a much more encouraging hue. Barring the unexpected, National City will end its fiscal year in the black.

His visitor was E. J. Christman, a semi-retired contractor, former city councilman, former president of the National City Chamber of Commerce and currently the chairman of that organization's active industrial committee.

Christman decided to call National City home more than two decades ago. Since that time, he has watched his community zoom and slide, spurt and slip. He has poured endless hours and not a few dollars into projects to make National City a better place to live and make a living. He's never been sorry.

The modernnistic desk over which Seifert administers the City's affairs is symbolic of the trends by which the community hopes to re-adjust itself from an internal dilema and regain its financial stability, and, even more, to grace its position as offering a warm welcome to new industrial prospects.

"No more of this hit and miss-shotgun sort of overtures," Seifert says. "We

know what we've got—and we know what we want in return."

To which nearly everyone agrees.

"What we've got" is in this instance, a total of some 225 acres of rich industrial locations, all fronting on San Diego bay. Part of the acreage is owned by the A.T. & Santa Fe Railroad, an enterprising carrier with a constant eye for new business. Another area is owned by the San Diego and Arizona Railway, a subsidiary of the far-flung Southern Pacific lines. Still other plots are privately owned by residents constantly anxious to open their doors for any industrial momentum generated by inquisitive sources.

But by far the largest acreage is owned by the City of National City itself. Or more correctly, held in trust by the City. Legally, the area comprises waterfront tidelands, actually owned by the State of California but held in perpetual trust by the City.

Broad and level, on a solid foundation and easily laid out with accessible utility installations, transportation spurs and yards, it remains the last large scale undeveloped industrial property fronting on the bay.

While neighboring San Diego has maintained a constant pressure to exploit its industrial potentialities over a long period of years, and some of its own industries have observed their golden anniversaries, the National City industrial waterfront is virtually brand new. A few years ago the U. S. Navy decided to establish a destroyer base in the south bay area. Their location encompassed both San Diego and National City territory. Construction necessitated dredging of the waterfront to various depths up to 30 feet, assuring proper anchorage for their vessels.

In some ways this might have been considered a major operation. Silt deposits from creeks and tributaries flowing into the south San Diego Bay had built up until the water was a shallow four to twelve feet deep.

On the other hand, because the silt was unencumbered dredging was easy. And with the war effort gaining in velocity and momentum at that time, heavy federal expenditures were mere mediums of expediency.

THE war effort contributed thousands of dollars for the dredging operations and the deposits were dumped along both sides of Paradise Creek. Today, this new area constitutes fresh and choice industrial ground.

That old timers recognized the value of the waterfront is borne out by the fact that many years ago the Santa Fe railroad acquired some 60 acres north of Paradise Creek. The San Diego and Arizona, which currently operates a freight line from San Diego to Chula Vista, also has about 20 acres.

When National City was a major railroad terminal, Santa Fe laid a network of tracks and spurs into the "upper" section of the properties and for many years has maintained a tie processing plant there. The tie plant is being curtailed now, throwing additional acreage on the industrial market. Needless to say, any industrial development would be looked upon with a pleasant smile, for the resulting freight generated from plants would get fast rail service.

Even as the shore line extended itself by the dredging method, still additional dredging is a must if water transportation is a factor in this industrial development.

It's on the premise of "which came first, the chicken or the egg?"

To get deep water vessels to a point where they can utilize potential facilities, dredging and channel deepening are the elementary steps. And by the same token, if industry is to use deep water transportation facilities, someone has to see that the channel is deepened.

"And that someone is apparently National City," says Seifert.

He doesn't particularly balk at the thought of a municipal expenditure but would rather concentrate on some other means of financing to gain the desired results.

At the present time the principal barrier to the use of the harbor is a shallow area approximately 4,500 feet in length between Paradise Creek mouth and the deep water channel of the bay. It is estimated that this barrier consists of some 900,000 cubic yards of fill which could be removed by a dredging operation at an approximate cost of $75,000. This would complete a channel 200 feet wide to the present shore line. Further excavation of Paradise Creek may be accomplished by use of drag lines—a relatively inexpensive operation, which could be completed a small section at a time on a "pay-as-you-go" basis.

One such "other means" might be establishment of an industry currently contributing directly to the war effort. Such as shipbuilding.

AS during the case when federal funds were generous to World War II efforts, expenditures designed to support the present hot-cold war appear to be easier to secure just now. And while there is a tendency to move industry and future war plants off the Pacific Coast, shipbuilding and repairing is one industry that can't follow suit.

"And besides, we're not quite ready for complete municipal financing of such a program as yet," Christman adds.

To provide a comprehensive back-

Possibilities

Marsh area along Paradise Creek which cuts through National City's industrial acreage, could be filled in through dredging and reclaimed for additional sites. An estimated 75 to 100 more acres are available through dredging and reclamation, city officials estimate.

ground for National City's bid on industrial recognition, they'll take you back over the years and show you the history of the community in a rocking paradox of progress and depression.

"Rocking" in the sense of the word that despite what seemed like insurmountable obstacles, both for and against, National City has experienced heat waves of economic boom and cold flashes of economic bust. And despite the ups and downs of the business barometer, National City has today emerged as "home" for some 24,000 persons, sharply jealous of their own identity and not at all hesitant to snap at outside encroachment whenever their individuality is challenged.

Historically, the evolution of National City began even before the Revolutionary War. The first explorer was the Franciscan Priest, Junipero Serra, who visited the area in 1769. He subsequently recorded that " . . . here we found that besides there being fine pasture land, there ran a beautiful brook of good water . . . " A few years later, soldiers of Carlos III of Spain claimed the over-all area as pasture land for the tiny presidio of San Diego.

It was named "Rancho del Rey" (Ranch of the King). When Mexican authorities took over Spanish holdings in 1821 the area was re-designated as "Rancho de la Nacion" (National Ranch). But Mexican influence was soon on the decline. As the necessity to conserve land for public use was diminished, the property was deeded by Governor Pio Pico to an Englishman, Juan Forster, who had married into the Governor's family.

FORSTER maintained headquarters at the Rancho Santa Margarita y Las Flores, now the site of the Marine Corp's gigantic Camp Pendleton at Oceanside. In 1856 he sold Rancho de la Nacion to a Jules B. Bayerque. He in turn sold it again to his brother and two more sales brought the land into the hands of Frank A. and Warren Kimball, of San Francisco.

For the record, the Kimball brothers are now regarded as the "Fathers of National City." They arrived in San Diego in 1868. Impressed with the potential of the South Bay, they renamed the area National City, hired a surveyor to lay out a new town and built their own homes. The Frank Kimball residence was the first modern structure between San Diego and the Mexican border.

Much of the early effort which ultimately produced today's National City was generated by the Kimballs. They believed their future hinged around a major rail line to the East, and for years pressed various eastern railroads for specific action.

Executive

Albert Clarke, vice-mayor of National City studies a proposed plan for industrial expansion along city's water-front. The artist's sketch calls for the location of both light and heavy industry in a concentrated area, between the new Montgomery Freeway and San Diego bay, adjacent to rail transportation facilities.

This was a period of ups and downs. The Civil War flared. It's outbreak caused the short-lived and rather shaky "San Diego and Gila, Southern Pacific and Atlantic Railroad Company" to drop plans for an east-west tie. After the war ended General John C. Fremont, head of the Memphis and El Paso Railroad sent Morton C. Hunter to see what inducements San Diego area residents might offer if that railroad were to build its transcontinental line from Memphis to National City.

The inducements were generous and hopeful. However, inability of Fremont's organization to sustain its part of the program splashed cold water on the enterprise.

Two years later the Texas and Pacific Railroad was organized. Again the outlook was bright. Again the deal fell flat with the great depression of 1873.

Iller's "History of Southern California" discloses, " . . . the population of San Diego declined to about 2,500 and that of National City, to a few score. Dozens of homes stood vacant . . . and for many months the streets of both towns were almost deserted . . . "

BUT the thought of a rail link remained ever bright in the Kimball brothers' minds. In 1879 Frank Kimball went east, did a selling job and came back with an agreement from the Atcheson, Topeka and Santa Fe to build its rail line from National City to join the proposed lined at Yuma Arizona, thus making the San Diego bay area the western terminal for a nation-wide railway.

Then more setbacks, and for several years. Finally, Santa Fe had to revamp its plans, push to Los Angeles, and then southward through San Diego to National City.

Then came the moderately formative years. National City turned part of its attention to agriculture as a plank in its economic platform. The planting of citrus groves and olive orchards in its "back country," field crops along its suburban fringes and packing plants to handle these products all added strength to a slowly expanding community. Along with agriculture came retail installations to accommodate the ever-growing citizenry. And as National City became more and more a purchasing center, the accompanying factors of better roads, transportation facilities, better police and fire protection, better utility services all assumed new proportions.

Yet evident was the label that National City was merely the "bedroom" of San Diego. San Diego business and professional men maintained homes in the National City area, because of the "suburban" advantages. They were "away from the bustle of the metropolis . . . restful in the quiet of the country."

It took World War II to give National City a new prominence. The expan-

sion of San Diego's aircraft industry, the extension of its food finding and processing industries and the continual development of its military installations brought heavy influxes of new residents into the entire south bay area. While "normalcy" was subordinate to the war effort, National City nevertheless kept pace in its own way.

The story of California's remarkable growth since World War II is well known. Just as is the extent of Southern California's population increase. And San Diego, together with all the smaller communities making up the metropolitan area, now has a heavy share of the newcomers.

NATIONAL City's population has increased 100 percent in the past 10 years. It's volume of retail business has shot skyward. Large-scale home development programs have been completed. Still others are planned. Indeed, today, some seven years after the end of the war, National City and San Diego is still gasping for housing. Renewed vigor in the aircraft industry has lured even more newcomers. Convair in San Diego, and Rohr Aircraft in nearby Chula Vista, continually plead for more employees and they in turn become more new residents.

And National City, along with every other community in the nation, has had its own degree of post-war problems. Two factors have had to be considered; two trends of thought reconciled. One is the recognition that any city immediately adjacent to a large metropolis has problems different than communities along to so-called "fringe" areas.

For years old timers claimed National City got the "cast-offs" of San Diego. "National City? Oh, that's where they have the bingo and bridgo games, the card parlors and the girlie-girlie shows . . . " And National City with only mild ripples of resentment to disturb the shoreline of civic pride, sat back and accepted the label.

ULTIMATELY, under a new civic administration, the picture changed. National City shook itself, flexed its muscles and decided to stir. City officials realized that some 24,000 residents called it "home." Natural pride in one's own home town generated a special election issue. The bridgo-bingo games, the cardrooms were outlawed. A city manager was appointed. Business men revamped their chamber of commerce and brought in a young career man, Bud Neuharth as manager. Instead of a "resting place for tired old men" the Chamber took on new life, doubled and then re-doubled its membership. Neuharth kept his members busy, instigated internal reforms in the organization and continually prodded the official city family with letters and suggestions for improvement.

Fresh blood in the community, in the form of recently established yet farsighted businessmen flowed into the Chamber and into Chamber projects. Such men as Dick McCune, a relatively new automobile dealer, laid down an ultimatum: "Let's either have a Chamber of Commerce and promote National City, or let's disband." The answer was his election to the Presidency of the civic organization.

Indicative of the new feeling, John Dyster, energetic manager of the Bank of America, sparked the Chamber and the City to establish the Maytime Band Review, which last year brought 90,000 spectators to watch 70 Southern California bands strut their stuff.

"The Band Review is not an inducement to industry but it does put National City on the map. The State knows National City is alive and doing something," Ned Rogers, last year's Chamber president asserted.

Whether the fresh momentum National City generated in its new role overtook itself and summersaulted the city government into sudden financial darkness will be argued for some time. Nevertheless, the City's finances were discovered to be in bad shape and a grand jury started probing certain operating practices and procedures.

The city manager, Mrs. Doris Sullivan, under whose guidance had been launched several new ventures, resigned. A short time later she was indicted, along with three others on charges of conspiracy. She was accused of using her influence as a municipal official to change certain zoning designations wherein she shared in the profits of certain property sales.

There are those in National City today who maintain the City appeared headed for more progressive developments under her administration than any time for the past 50 years. There are others, just as adamant, who claim her activities were selfish and for personal gain.

No matter what, the prospects of industrial development did come to the fore. The City evolved a program of leasing tideland properties to industry, at figures designed in the long run, to bolster the treasury.

IT HAD authority over 130 acres as having been reclaimed from wartime dredging, moved to divide the property

into small tracts, and announced it was ready to consider leases.

It still is.

Some thirteen and one-half acres are off the market but the rest is currently available. An additional 75 acres can be created by new dredging. The City is confident this new dredging can be undertaken at a relatively low cost for there are no rocks or other impediments along the bay floor.

And dredging is a must, for the water is extremely shallow. In many places, less than four feet deep.

The accompanying step is construction of a bulkhead along the shoreline. Here, the project runs into money. Length of the bulkhead is estimated at 6,600 feet. And at a cost of $125.00 per foot for wooden construction, the installation would total around three-quarters of a million dollars.

Here's where that phase of the project hurts: National City, climbing back on its feet financially, is at present without funds for such an enterprise. Seifert believes the City might be able to work out some financial program, such as a bond issue, but like other cities of the Sixth class, the municipality is faced with rising operating costs to be fed from curtailed incomes. A bond issue is the apparent answer but as yet industrial development hasn't progressed to a point where this would be acceptable. Eventually, a bulkhead will be constructed but its reality will require tangible impetus.

As for utilities, gas, electricity and water, the latter has assumed the heaviest degree of concern. The entire San Diego area has been on short rations, and water for industrial use is regarded as at a premium. The situation in National City last year became so accute that the California Water and Telephone Company secured State approval to its decision that unless new subdivisions were already served with water facilities and connections, no new lines would be constructed.

THERE are those in National City who claim "shortage" was not the real reason behind the Company's decision, that it cracked down after the City and the Chamber of Commerce refused to endorse a rate increase. No matter what, the Company did secure State approval and for the time being, new home construction is confined to areas with existing lines.

The same might hamper industrial development. But two rays of hope are in the offing. One is the anticipated construction of a second tube to provide Colorado River water to lessen the metropolitan area's shortage, and the other

Planners

Col. Frank Seifert (left) manager of the city of National City, and E. J. Christman, chairman of the industrial committee of the National City Chamber of Commerce, check transportation facilities feeding into the proposed industrial area.

is a proposed sand filter plant, plus a chlorination plant, to easily utilize for commercial or agricultural purposes, impotent water which San Diego has used and rejected.

Such a plant could give South Bay industries all the water they needed, in Seifert's opinion. He says at least 32 million gallons a day are flowing into the bay after being used just once. The disposal outlet is adjacent to National City. San Diego officials have expressed no opposition to re-use of the water and a deal could be worked out between the two communities to National City's advantage.

As for electricity, sewage disposal and related factors, installation of lines would offer little difficulty. National City already has sewage disposal arteries to various tracts in the area. Paralleling these lines would be relatively easy.

Transportation facilities, always of consideration in industrial development, can well be regarded in a favorable light. Both the Santa Fe and the San Diego and Arizona have spurs into the area. And freight rates affecting San Diego, remain the same for National City.

K. D. Frye, a Southern Pacific official, denied that additional charges would be incurred for rail service to National City.

"The same rate prescribed for San Diego also encompasses National City as far south as 24th street," he said. "This gives National City equal advantages to San Diego . . . a situation which unfortunately doesn't hold true for Chula Vista, three miles further south."

AS for automotive transportation, the State recently completed a broad four lane freeway from San Diego south through National City. This artery will eventually extend to the Mexican border and is located just east of the proposed industrial development. It's a "natural" as a transportation expedient.

How much for the land? That's a big question industry always asks.

"The City would be more than agreeable to any sort of a legitimate proposition," Seifert explains. "It's interested in two things: getting industry to locate here and making it easy to do so."

When the property was first on the market the contracts called for two cents a square foot, a modest price for choice industrial locations. Current leases include an esculator clause in which the City receives a larger return as the leasee's term continues, up to four cents per foot.

Anxious as it is to secure new industry, National City nevertheless is particular in what it wants. It rejected a fish cannery a few years ago, did likewise to a plant seeking to manufacture a cement board. On the other hand the

(Continued on page 22)

•TODD •ATLANTIC, Ltd.

EXTENSIVE repair work has been completed recently at the Todd Shipyards Corporation's yard at San Pedro on the purse seiner *Marsha Ann* which had been damaged by fire. The vessel, a 97-foot tuna fishing boat, which operates in Mexican, Central and South American waters, is owned by Andrew Vilicich of San Pedro. She carries a crew of twelve men and has a cargo-carrying capacity of 150 tons of fish. The *Marsha Ann* was at her own dock when fire originated on an adjacent boat and spread to her starboard side.

General fire destruction occurred in the crew's quarters and galley and was centralized along the starboard side. At the Todd yard all fire-damaged equipment and materials were removed prior to installation of replacements.

THE starboard bulwark, deck planking, stanchions and part of the pilot house deck were renewed in their entirety. All newly installed woodwork exposed to the weather was caulked and paved for waterproofing. The existing portlights were overhauled and new glasses fitted as required. In addition, the windows in the galley were replaced complete with casings and sashes.

New storage refrigeration boxes complete with self-contained Freon automatic refrigerator compressor units were reinstalled on the pilot house deck.

In the galley new bulkhead and overhead surface panelling was installed and seats, lockers and overhead bins were rebuilt to owner's original design. New Formica tops on the mess table and buffet were reinstalled in the owner's original color. A new Magnesite floor in the galley and new tiling around the sink were installed. The galley was replenished with new utensils, china and glassware.

All smoke and fire damage throughout the vessel, where not too deeply embedded into the wood, was scraped of discoloration, sanded and refinished.

All electrical wiring for lighting in the galley and crew's quarters was renewed ,including the mast lighting circuits. Ceiling and berthlight fixtures were reconditioned and new switches and outlets were installed as found necessary. The generators for the radar control and fathometer were removed to the shop, disassembled, repaired with new parts and reinstalled aboard the ship. The inter-communication system was restored by the installation of new wiring in the crew's quarters and galley. To complete the electrical equipment as originally planned, oscillating fans, a radio receiver and submarine lights were replaced.

Safety-at-sea features were strengthened with the replacement of life preservers, fire extinguishers and other equipment.

The crew's quarters were completely refurbished to the owner's original specifications and completely repainted. All new and damaged paintwork surfaces exposed to the weather were primed and coated to owner's original colors of white with green trim.

The *Marsha Ann* is one of several fishing boats in the Vilicich fleet, which includes the *California*, *Corsair*, *Golden Gate* (ex-*Sunlight*), and the converted net tender *Alaska Reefer* (ex-*Pacific Reefer*).

Latest

***Marsha Ann*, purse seiner badly damaged by fire, is Todd's latest face-lifting job.**

MEANWHILE, a 5500-mile sea voyage from a shipyard at Meteghan, Nova Scotia, down the Eastern Coast and through the Panama Canal to their home port Mazatlan, Sinaloa, Mexico. was the recent maiden trip of six new shrimp draggers. An achievement in hemispherical cooperation, they were built in Canada by Atlantic Shipyards, Ltd., at Meteghan, Nova Scotia, for Congeladora de Mazatlan S.O. of Mazatlan, Mexico, and powered by National Supply Co., Springfield, Ohio, Model 38-S3-4, 4-cylinder, 8 x 10½-in., 85/100-hp, 450-rpm, naturally-aspirated Atlas marine diesel engines.

Canadian crews manned the boats and delivered them to the new owner, a recently formed company owning modern packing, freezing and storage warehouses capable of freezing 60,000 lbs. of shrimp a day as well as storing 180,000 lbs. of fresh and 160,000 lbs. of frozen shrimp a day. Pier docking capacity can service ten boats at one time.

The new draggers are identical. They are 58 feet long, have a 16.6-ft. beam

(*Continued on page 23*)

FIASCOS!

(*Continued from page 9*)

Another group of cooperative agencies of which the Fish and Wildlife Service is connected converted a sailing yacht for research purposes, and during the conversion the tall masts were snubbed. Only after their vessel put to sea did the amazed researchers discover that the ship had been made unseakindly with a snap roll which threw occupants from their bunks.

In the San Diego-San Pedro area which has a fleet value of millions, not one tuna research vessel comparable to the average commercial vessel in equipment cruising range and speed is working on research problems for the benefit of the industry. In contrast to this, the Pacific Oceanic Fishery Investigations of the Fish and Wildlife Service has three vessels which are all comparable to our best tuna clippers. It also has a near idle laboratory valued at $250,000. This formidable array of equipment is serving the Hawaiian Islands and territories to the west. This area has two fish canneries and a fishing fleet valued at practically nothing, as compared with Southern California.

IN THE four years that this Fish and Wildlife organization has flailed about, the only apparently reliable information which has come forth is the translation of the research projects done by the Japanese. These translations are to be found in a few select libraries.

The Inter-American Tropical Tuna Commission, the appeasement program, is spending 60,000 taxpayers' dollars for a laboratory in Costa Rica, yet they have only a simple power cruiser with which to carry out their investigations. It has been stated that the staff members of this program will "make voyages on San Diego tuna clippers to aid in obtaining bait." It is the same old story; biologists who have had little or no tuna bait fishing experience mooching rides with practiced fishermen to learn the business and then in the end telling the fisherman what to do. The only major difference with this program is that the greatest part of the appropriation is being spent for physical equipment in a foreign country.

Just one California research program alone has four vessels. Each is over 113 feet in length and is equipped as a floating laboratory. No conclusive information on the habits of the sardines has been submitted in several decades. At the last meeting between industry and the California Marine Research Committee when the industry members asked questions about the habits of the poor little sardine the answers were evasive. The researchers promised to answer the questions "eventually" if they would be granted more time to obtain more data. After twenty or thirty years will the Inter-American Tropical Tuna Commission be asking for more time for more data about the anchovetta?

SARDINES and anchovettas are both used for bait by the tuna fishermen. At first thought it would seem that the research programs dealing with these fish would aid the tuna industry, but in reality they do not. *The ultimate answer to the bait problem is always conserve, conserve, CONSERVE!* If bait must be conserved what will these biological researchers offer as a substitute? The answer is *nothing*. It is impossible for any ichthyologist to change the Laws of Propogation of Nature's ocean life. It is high time that this industry obtains research vessels to find a useful substitute for live bait. The choice is *conserve* or *substitute!*

Between the time a vessel leaves port and the time it returns with a load of tuna there has been at least five weeks of continuous boat operation. With boat operation go the risks known as the Perils on the Sea and the Perils of the Sea, each having its own meaning to the marine insurance underwriter.

Some boat owners are adament concerning the policy rates as set by the underwriters. Other owners feel that they have paid premiums for so many years that as owners they are entitled to get all they possibly can in the form of various claims. In practicing this pholosophy one important factor is overlooked—What claims are made today establish the rates for tomorrow.

ALTHOUGH there are many tuna boat owners who attempt to keep claims at a minimum, there are a considerable number who could be classified as "professionals" in submitting demands. The annals of the underwriters go back for centuries, and it is doubtful if any claims, no matter how fantastic, are novel or shocking.

The Southern California area has one of the highest rates of marine insurance in the United States. Many factors are involved in the cause; the correction of which would lower most other costs of operation as well. Improvement in ship maintenance will reduce the causes of fire and will also lower repair costs. More training in seamanship and navigation as well as a more thorough knowledge of maritime law would all operate to reduce accidents and policy premiums.

An educational program could be initiated covering the operation of vessels. A government agency at San Diego has an excellent short course interpreting the legal aspects of ship handling. The course also offers mock up underway problems wherein maneuvering situations can be executed by vessel captains. It is very probable that this agency would be more than willing to cooperate in offering its facilities and men in assisting in this marine educational program. The public vocational schools offer courses in navigation, diesel engines, refrigeration, and lathe work, all of which would be beneficial to young men who aspire to enter the fishing fleet.

THERE has been much conjecture as to the advisability of having marine inspected fishing vessels. It is known that insurance rates would be considerably reduced for such vessels. These lowered premiums would soon cover the costs involved. Some vessel owners fear that men with inspected licenses could not perform the duties of a practical fisherman. This fear is groundless as there are numerous men who are holding inspected deck or engineer licenses who have performed very competently in the fishing fleet. The same apprenticeship time at sea is required for both inspected and uninspected licenses; thus with a little more study the owners and present crew members could obtain inspected licenses and save several thousand dollars a year in lowered insurance rates, which incidentally are approximately $14,000 per year for the average modern clipper.

All means of modernizing methods for capturing and processing tuna would contribute to lowering production costs and easing the merchandising problem. Fishermen and canners can make a legitimate profit and still offer tuna to the housewife at an attractive price.

No matter whether you call it merchandise, trading, bartering, swapping or selling, the housewife will not buy it if she does not know how to use it. Insufficient informative advertising has left the preponderance of women with the same old trio of tuna uses: creamed on toast, mayonnaised on lettuce, and mashed in a sandwich.

(*Continued on next page*)

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The boat owners have taken a step in the right direction by taxing themselves a small amount for tuna promotion although the resulting $500,000 is a meager sum for a multimillion dollar industry's national advertising. However, if judiciously allocated it will do much to supplement the canners two and a half million dollars in focusing attention on tuna.

DUE to the tariff issue the tuna industry has "come of age" cooperatively speaking. It is now ready for the kind of sales technique used by the Wheat Flour Institute, the Poultry and Egg National Board and the National Dairy Council to mention but three. Other California industries have forged ahead by uniting: the California Fruit Growers Exchange, the Western Beet Sugar Producers, Inc., the California Fig Institute, the Wine Advisory Board, the Calavo Growers, why not tuna for tuna's sake?

If this industry continues to think as an integrated unit its future stability will be guaranteed. No matter how small or how large the business, if it is concerned with tuna it is dependent upon others who are likewise concerned with tuna; all are interdependent. Whatever this industry is now is the result of its acts and thoughts in the past; and whatever it becomes in the future will be the result of what it thinks and does now.

Present research fiascoes must be abolished and replaced by programs with a formulated goal. Past industry discord is best forgotten and should be replaced by purposeful cooperation.

SILHOUETTE

(Continued from page 11)

premacy several years ago that quickly became a popular subject of conversation on the San Diego waterfront. In fact, Drake and Bullen was started as a firm in May, 1946, barely a year after the inception of Atwell's original venture, and the ensuing competition became a pip. Providing another startling parallel in the operational histories of the two, is the *modus operandi* involving their original financing.

LIKE Atwell's, Drake and Bullen was started on peanuts. In short, the latter establishment was launched on a few thousand dollars borrowed from a San Diego bank. Cecil W. Drake, who since has moved his family and business interests to Pascagoula, Mississippi, had completed nineteen years of heavy equipment experience, most of them as an executive with the Fairbanks-Morse organization, and, along the way, he managed to rap out a course in engineering. This led, on one occasion, to a visit to San Diego, where, impressed with the potentialities lying dormant in the tuna fleet, he decided to stay. His first venture in business was the sale of a 60 HP diesel for the boat *Chesapeake*, then owned by the San Diegans, Lawrence Oliver and Charles Landers. This move led to the inception of a boat

brokerage business, an undertaking that eventually made him well-known in ships-designing and building circles on a country-wide basis.

Shortly after the termination of World War II, he induced Peter F. Bullen, his brother-in-law, to come in with him in setting up a ships chandlery. Bullen, a former employe of General Tire and Rubber Company for sixteen years and an ex-Lieutenant-Colonel in the Army Repair Squadron, brought to the new firm a world of sales experience, and this advantage, added to Drake's keen technical knowledge and administrative ability, soon put Drake and Bullen in the running with other competitors. Naturally, one of these was Atwell, and it may safely be said that some of their price brawls were dillys. To the credit of all concerned, however, the friendship and respect between the two firms remained unchanged. On this subject, Atwell once was heard to remark, "Those guys are plenty tough. But they're honest and fair, and they never throw knives."

Friends of the tall, well-insulated Scotch-Irishman, of course, see nothing strange in this philosophy. Holding a grudge against anyone, they contend, would be as alien to his nature as failure to indulge his sense of humor. Of course it could be said that developing a wholesale good nature is not too difficult a task for anyone who, in less than seven years, has managed to come out on top of a pair of enterprises that could do, given an even break, a healthy volume of business each year, build up a battalion of friends, enjoy the backing and loyalty of his employes and be possessed of a perfectly healthy, respectable family.

IN the latter case, Atwell, on December 7, 1946, married Christine Gusoskey, the brown-eyed, pretty brunette former Secretary to the Manager of the Logan Heights branch of the Bank of America in San Diego. The couple has a four-year-old son, Walker, Jr. The Atwells live without much fanfare in a nice, but not pretentious, residential district of San Diego, where Atwell indulges his main hobby: more work on the future of Atwell Supply.

The Atwell staff consists of Lois Besser, Price Clerk; Winifred Wells, Bookkeeper; Hank Collins, Shipping and Receiving Clerk, formerly with Van Camp Seafood Company, San Diego; Ray Wiese, Salesman, formerly a fisherman aboard the *American Boy* and the *Notre Dame*; Ed McCaffrey, Mrs. (Morris) Whaley, his personal secretary; and truck drivers Wayne H. Huhn, Ubaldo Trevino, and Bill Harris.

Regarding the tuna industry, and its current problems, he either is certain that the future thereof is secure, or he just doesn't give a damn about what happens to him from a financial standpoint. "Bullen made me a good deal and I took it," he says. "If the industry is secure, I'm home safe. If it isn't, my fate's sealed."

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WINNER

(*Continued from page 12*)

campaigns with the producers of food items complementary to tuna. It is even more of a test of the alertness of the tuna canner's advertising departments and agencies in seizing the opportunity to tie into such a mutual campaign to sell more tuna.

The bringing together of the six related industries participating in the Winner-Dinner campaign has been the work of Mr. Hal Jaeger of the Can Manufacturer's Institute. It has been no small task accomplishing this union of the tuna canners, the boat owners, the canners of green beans, the macaroni manufacturers, the can manufacturers and U. S. Steel Company.

Each participant actually receives full value for the entire campaign at a fraction of what such a promotion would normally cost each of them.

The Can Manufacturers don't sell cans to the public. They can increase their sales only by helping sell what comes in cans. Same holds for U. S. Steel. They can sell more tin plate only by helping increase the demand of products that go into cans made from tin plate.

The tuna and green bean industries thus take advantage of a very favorable opportunity, with each getting over $125,000 worth of advertising and promotion at the cost of a single color page in *Life* magazine.

Mr. Jaeger of the Can Institute and Mr. Nelson of the Hanley-Hicks-Montgomery agency are to be complimented on a splendid advertising and merchandising job well done.

MONTGOMERY Phister, Dr. Chapman and Harold Cary are to be commended for their foresight in taking advantage of this great advertising bargain for their respective organizations. The Winner-Dinner campaign is going to sell a whale of a lot of tuna and will be a convincing demonstration of the industry's ability to cope with the market glut in the sound American way—by advertising rather than squawking for government subsidy and price supports.

* * *

DENNIS LAWRENCE OLIVER

Dennis Lawrence Oliver, widely known in San Diego fishing circles, died at his home, in San Diego, February 25. Mr. Oliver started his career as a fisherman, later became owner of Oliver's Marine Bakery, which supplied bakery products to the San Diego fishing fleet.

A resident of San Diego 45 years, he was president of the American-Portuguese Social and Civic Club and a member of the Eagles and Moose Lodges and Cabrillo Civic Club. He was an Army sergeant in World War I.

Survivors are his wife. Mrs. Laura Oliver; two sons, Dennis L. Oliver Jr. and Walter L. Oliver, of San Diego; three daughters, Miss Geraldine Oliver and Mrs. Madeline Smith, of San Diego, and Mrs. Genevieve Kunde, of Miami; two brothers, Joseph and Frank Lawrence, of San Diego; three sisters, Mrs. Euzebia Soares, Mrs. Mary Chavez and Mrs. Mary Medina, of San Diego, and nine grandchildren.

Interment was in Holy Cross cemetery, San Diego.

PRINCESS SINKS

The fishing boat *Princess*, out of San Diego, sank March 1 off Cape San Lucas, Baja, California. Clifford W. Sawyer, captain and owner, and four crewmen rowed ashore in a small boat. Cause of the sinking was not determined. The *Princess* was fishing for a Mexican cannery.

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CHECKS CASHED
SAN DIEGO

NATIONAL CITY

(Continued from page 17)

community would look with extreme favor on such classifications as garment trades, tool and instrument makers, metal working, furniture manufacturing, costume jewelry, optical manufacturing and others.

Unfortunately, there appears to be little opportunity for the expansion of the one industry considered a natural for National City. The aircraft industry, pressured by Washington, is building no new plants on the Pacific Coast. Aircraft officials claim they are going more and more into decentralization, locating their new installations inland. Reason behind this is supposed to hinge on the so-called attack vulnerability of the West Coast. However, with today's modern and long range bombers also in the hands of potential enemies, metropolitan areas such as Chicago, Omaha, Denver, St. Louis and Cincinnati are just as vulnerable from flights across over the North Pole, as are Los Angeles, San Francisco and San Diego.

NOR is National City overlooking shipbuilding possibilities. The vast tuna fleet currently scattered around the Silver Gate, is ever eyed as a potential. There was some talk of constructing a "package" pier to service the clippers, providing facilities for fuel, ship stores, repairs, drydock facilities and moorings all in one store. Here again however, the twin necessities of dredging and bulkheading are current barriers before this picture could become a reality.

A 485 foot pier, estimated to cost $250,000 was one of the features of a proposed Urban Redevelopment Plan which National City considered last year. Other phases of the plan called for reclamation of blighted sections along Paradise Creek, which drains through the industrial area to empty into the bay, plus creation of a yacht harbor at the south end of the industrial area.

These were long range plans which are apparently destined for a legal demise. The City Council rejected the proposals after Mrs. Sullivan left office.

The yacht harbor is still a good possibility.

"And what better industry can we have than that which caters to pleasure craft?" This question comes from Clint Matthews, a former National City mayor. "Mooring and dockage charges, personal property assessments, fuel outlets and such would provide additional revenue to the City and at the same time fulfill a desired need, especially in the south bay."

"Another yacht harbor feature could be a seaplane base," he continues. "Vast majority of the tuna clippers now carry their own small planes. There is no installation in the San Diego area set up to completely service, repair and work on these planes without land transit complications. Moreover, the basin is sheltered and protected and the tide problem negligible."

The National City and Chula Vista Chambers of Commerce some few years ago launched a joint endeavor for a yacht basin and harbor. Main features of the plan were incorporated in the redevelopment proposal which was to provide a harbor. Right now, the project is dormant although Chula Vista's city government, cognizant of the harbor and industrial potential, recently set up a Harbor Commission to study its own problems.

Because of its legal status, National City can't follow suit. It can, however, establish a Harbor Board to concern itself with the development of the waterfront.

SUCH other industrial factors as an adequate labor supply, both skilled and unskilled; availability of housing, educational, recreational and religious facilities are taken into consideration by National City. Housing right now is short and somewhat difficult to obtain. Rentals are considered by many as being "too high." Landlords on the other hand, claim devaluation of the dollar, shrinkage in purchasing power and steadily rising maintenance costs peg current rental charges as "necessary."

Then too, the steady influx of Navy wives and families strains housing fa-

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cilities and created an abnormal demand.

"But it's always been that way as far as the Navy is concerned," counter the landlords.

Here again rays of hope shine forth. Once the water shortage is counteracted, vast new subdivisions held in the blueprint stage will spring into reality. These will be based on the supply and demands claim the subdividers.

An extensive blueprint of new freeways and main route arteries is likewise being pushed in the metropolitan San Diego area to speed the movement of industrial workers.

Although somewhat divided over the still-fresh controversy of municipal difficulties, National City residents nevertheless stand solidly together on their desire to see the waterfront developed. Businessmen like Lloyd Hudson, Pat Paterson, Dalton Baker and others agree there's much to be done. They acknowledge the requirement for municipal expenditures. And they believe they must crawl before they can walk.

Larry Freeman, the progressive young publisher of the National City News and currently the president of the Chamber of Commerce sums it up: "We know what we want. Let's get to work on it."

And that's what they're doing.

SHIPYARDS

(*Continued from page 18*)

and displacement of 39.19 tons. Hull and keel are of Canadian birch, with deck and other planking of spruce. The deck house, constructed of ¾-in. marine plywood is well forward leaving the after part of each boat free for dragging operations and a hatchway. The deck house, with flying bridge on its roof, contains bridge, galley and lavatory as well as companionways to engine room and crew quarters. Fish hold is insulated with glass wool and lined with cement-coated galvanized sheet iron.

APART from its use for propulsion, each Atlas engine also furnishes power to drive the winch or hauling gear through a power take-off clutch at its forward (flywheel) end. Winch can be operated whether vessel is in motion or not. The engine is of the reverse gear type with clutch aft to disconnect the propeller shaft when idling. At 10 cents a gallon, fuel is estimated to cost less than 40 cents an hour. Normal full-load fuel-injection pressure is set at 4,000 psi for 85 hp.

The engine has a net weight of 11,300 pounds including the reverse gear. It is air starting with a built-in single-stage air compressor, which automatically replenishes the compressed air in the receiver while the unit is in operation. Starting can be accomplished with as low as 125 psi tank pressure. A 3-in. cold-rolled steel drive shaft connects the engine to the 3-blade, 42-inch diameter, 30-in. pitch bronze propeller, which drives the boat at a cruising speed of 10 mph.

For auxiliary services, a single-cylinder, 6-hp, 650 rpm Lister-Blackstone diesel drives a 2-kw, 32-volt dc generator for lighting etc., a 10-cfm, 250 psi air compressor for filling starting air tanks and a 50 gpm rotary gear pump for bilge and general service. The unit's net weight is 1,900 lbs. with the three driven units which are mounted on a common steel sub-base.

EBB'N FLOW

(*Continued from page 8*)

Processing:

All processed fresh fish and shellfish items appearing in the index during December 1951 sold at prices considerably higher than the previous month. Compared with the same month in 1950, higher prices were reported for fresh haddock fillets (57.9 percent) and for shucked oysters (13.5 percent), while shrimp prices dropped 7.0 percent. Processed fresh fish and shellfish prices in general in December 1951 rose 8.0 percent above the same month a year earlier and 5.9 percent above the previous month. Meanwhile, the processed frozen fish and shellfish index for December 1951 rose 7.2 percent above the same month in 1950 and 1.8 percent above the previous month. From November to December, frozen flounder fillet prices dropped slightly and frozen ocean perch fillet prices remained unchanged but there was a substantial increase in frozen haddock fillet prices and a slight in-

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crease in frozen shrimp prices. As compared with the same month a year earlier, December 1951 prices declined 1.4 percent for ocean perch fillets and 3.6 percent for shrimp, but increased 18.8 percent for flounder fillets and 37.9 percent for haddock fillets.

Increase:

Although the canned fishery products subgroup index continued to rise in December 1951 (0.7 percent above November 1951), it was entirely due to higher prices for canned California sardines. This season's California pack will be almost less than one-half of the 1950-51 pack of slightly over 5 million cases. Canned California sardine prices rose 19.3 percent from November to December 1951 and were 37.3 percent higher than in December 1950. During December 1951 some Maine packers reported sales of Maine sardines at prices somewhat below ceiling, which accounts for the drop of 3.0 percent for canned Maine sardines from November to December, but these prices are still 88.9 percent higher than in December 1950. Canned pink salmon and canned tuna prices did not change during December 1951, but compared with the same month in 1950 prices dropped 12.5 percent for salmon and 11.9 percent for tuna. The canned fishery products index for December 1951 was 2.7 percent lower than for December 1950.

APPOINTMENT

Eloi Amar:

Appointment of Eloi Amar, general manager of the port of Long Beach, as general chairman of a group of five standing committees that will function continuously in the development of port facilities, maritime commerce and shipping was announced by John Bate, San Diego port director and president of the Pacific Coast Association of Port Authorities.

"There has been an apparent need for a continuous study of port and shipping needs by the association for some time," said Bate. "Heretofore committees have met at infrequent intervals and their reports submitted at the annual meetings of the port authorities. Events are happening so fast I deemed it essential to change this policy and the executive committee of the association agreed."

Development:

Bate said one of the committees will deal with port development, construction and maintenance, rules and terminal rates, fire prevention and hazardous cargoes. Others will apply their investigation and findings to laws and legislation affecting maritime commerce, means for improving intercoastal, offshore and coastwise steamship services and establishment of foreign trade zones.

Another phase of the association's activities which will be stressed during Bate's administration will be the development of public relations with firms and shippers who use the facilities provided at major ports in California, Oregon and Washington.

NO MORE DICE

Medina-Westgate:

Joe Medina, owner of the tuna clipper *Queen Mary*, disclosed he has severed his contract with the Westgate-Sun Harbor Co., thus abruptly ending possible court action following return of the big vessel from the fishing banks.

At the time the *Queen Mary* sailed in December, Medina clashed with Jack Crivello, then executive vice president of the Westgate-Sun Harbor Co., over contract provisions which Medina contended required the company to purchase the clipper's catch at prevailing dockside prices.

Crivello, who recently disposed of his interests in the local cannery, asserted that the *Queen Mary* sailed under an open ticket. At that time the entire fleet of Westgate-Sun Harbor was idle. Crivello intimated that when the *Queen Mary* returned he would refuse to purchase her cargo at any price.

Defense:

Medina, in defending his position, explained he had a five-year contract calling for continuous operation of the *Queen Mary* exclusively for the Westgate-Sun Harbor and contended that the company had violated this contract by laying up the clipper five months. The vessel has a capacity of 400 tons.

Medina said his contract was terminated by mutual consent following a conference with Wade Ambrose, president of Westgate-Sun Harbor. "We are now free to dispose of the *Queen Mary's* catches to any cannery, including West-

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gate-Sun Harbor, which in all probability will get the fish which will be brought back on the present voyage," said Medina.

Functions:

Since Ambrose assumed sole administrative functions of Westgate-Sun Harbor, virtually the entire fleet of clippers, many of them idle for seven months, has been sent to sea. Leaving recently were the *Sun Hilarita* and *Sun Victoria*.

RETURN

From Washington:

San Diego and San Pedro tuna industry officials and fishermen began exodus for home as the Senate Finance Committee completed hearings on legislation to place a 3-cents-a-pound tariff on imported fresh and frozen tuna. Enthusiasm ran high.

But some industry leaders planned to remain here with an ear to the ground to find out how committee members are likely to vote on the measure aimed at keeping the Southern California tuna fleet on the high seas and the packers in business.

Compromise:

Capitol Hill speculation had it that the committee might compromise by drafting a bill setting up a duty-free import quota with a 3-cent tariff beyond the quota limit. That's because the group headed by Sen. Walter George (D-Ga) is caught between the Southern California industry's plea for relief from mounting imports and a surprisingly bitter fight against a tariff by importers and canners who pack tuna imported from Japan or South America.

BRIGHT OUTLOOK

Packaging:

"Packaging methods on the Pacific Coast have advanced in many respects faster than anywhere else in the nation," according to Fred Todt, president of the Fred Todt Company, engaged in distributing packaging equipment and engineering, and current president of the Western Packaging Association. "This is due," said Todt, "to the sensational postwar growth of Western industry, and to the problems posed by certain of the western agricultural products which are not produced elsewhere in the country and which are now being packaged for widescale distribution."

The statement was made by the association president in stressing the importance of the Fourth Western Packaging and Materials Handling Exposition scheduled for the Los Angeles Shrine Convention Hall, August 12-14, inclusive, of this year. He said, "Everyone who packages, warehouses, or ships products of any kind will find something of value to his business at this exposition, and by the same token, every producer of packages, packaging or materials handling equipment will find there an audience of intensely interested buyers to investigate his product."

According to Todt, whose principals have designed and installed many of the new packaging systems for the largest western firms, the most important new developments are in the increasing of the speed of packaging, and the decreasing of the plant space required. This has been particplarly necessary, Todt said, in order to overcome production cost factors created by inflationary labor costs. "In some cases we are now more than doubling the number of packages coming off the line over what was practical as little as ten years ago, and doing it with a greatly decreased amount of plant space and with fewer personnel."

The Fourth Western Packaging and Materials Handling Exposition, to be held this year for the first time in Los Angeles, expects to attract over double the attendance of previous years, with an increased number of exhibitors. As

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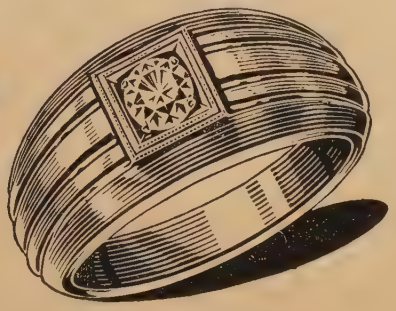

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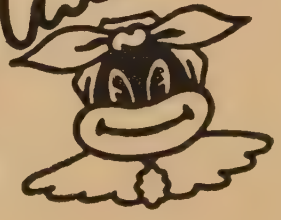

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in previous years it will be under the management of Clapp & Poliak, Inc., of New York.

According to Saul Poliak of the management firm, the keen interest in this year's exposition is indicated by the fact that space commitments by the leading national firms who will exhibit have been made far earlier than in past years, and many new companies, particularly from Southern California, have requested participation.

APPOINTMENT

Weber:

John T. Weber has been named Manager-Sales Development, Cummins Engine Company, Inc., Columbus, Indiana, succeeding Howard P. Sharp, who resigned recently. In announcing the appointment, L. W. Beck, Cummins' Vice-President-Sales, indicated that Weber's duties will include the coordination of the Company's advertising, technical literature, market research, sales training and publicity programs.

Weber joined the Cummins organization in October, 1947, and had served as Assistant to the Controller, until his new appointment. He is a native of St. Louis, Missouri, holds a Bachelor of Science degree in Business Administration from Washington University, St. Louis. Weber also has a Master of Arts degree in Business Administration from Harvard Graduate School of Business Administration, Boston.

During World War II, Weber was a Naval aviator and was separated from service with the rank of lieutenant, senior grade. He is married and has two children, a son and a daughter.

JAPANESE OYSTER

Seed:

Imports of Japanese oyster seed will set a record this year, with 79,604 cases scheduled for shipment from the Sendai area to Puget Sound in the next two and one-half months. The previous high was 68,103 cases in 1933.

Included in the total will be 56,358 cases of broken seed, each containing a minimum of 16,000 spat; 22,646 unbroken cases, each with a minimum of 12,000 young oysters; and 600 cases of Kumamoto cocktail oyster seed.

The seed will be used to bolster natural spawning of Pacific oysters on Puget Sound, Hood Canal, Grays and Willapa harbors. Because of water temperature conditions, local spawning is unable to provide sufficient reseeding alone to support commercial oystering. In two years out of five, natural spawning will take care of about 50 per cent of the production requirements, but in the other years it accounts for much less.

Growers expect to reap an average of 30-40 gallons of oysters for each case of seed, although the range may be from 10 to 100 gallons. A gallon will contain 80-130 oysters.

Importers are the Pacific Oyster Growers association, Coast Oyster Co., E. H. Bendiksen Co., and Pioneer Oyster Co.

The seed will be inspected for harmful pests prior to shipment by Charles Woelke, Department of Fisheries shellfish biologist who arrived in Japan January 30 and will remain for about 10 weeks.

RESOURCE COMMITTEE

Formation:

Formation of a fisheries resource committee to act as a liaison between the department and other resource development groups was announced today by Director Robert J. Schoettler, of the Department of Fisheries.

Dr. Lauren R. Donaldson, of the University of Washington school of fisheries, will head the group.

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FOR SALE—Compact 6-tone, wood hull fishing boat, 40 feet long and powered with Gray Marine Diesel. Has Lawson auxiliary gas engine, plus complete refrigeration. This boat may be purchased at an exceptionally low figure. Excellent operating condition. Phone F 7328 San Diego, or write Pan-American, P. O. Box 10, 205 Broadway Pier Bldg., San Diego.

FOR SALE—20-ton wooden boat in excellent operating condition. May be used for local market or albacore fishing. For complete details write or telephone Pan-American Fisherman, P. O. Box 6, 205 Broadway Pier, San Diego. Franklin 7328.

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COURT UPHOLDS FISHERMEN

OLYMPIA (MPA)—An order permanently enjoining the State Fisheries Department from collecting a landing fee on fish caught outside the three-mile limit has been issued by Thurston County Superior Court Judge Charles T. Wright.

In his decision Judge Wright proclaimed that sections of a 1951 law providing for the landing fee are unconstitutional whether the fish are delivered directly to the buyers docks at Seattle or are transshipped to Westport or Neath Bay to Seattle.

The ruling was given in a case brought by three King County commercial fishermen—Harry McCool, Gust Jensen and Tom Leal—against Robert L. Schoettler, state fisheries director and Tom Martin, state treasurer.

TUNA BOAT SINKS

The sinking of the quarter-million-dollar Tuna Clipper *Lusitania* at her dock in San Diego early this month still remains a mystery. The craft went down during the night a few days before she was scheduled to leave for the fishing banks. No one was aboard at the time.

After the vessel had been refloated and pumped out, investigation disclosed no holes in the hull or any open valves.

Manuel and Alvin Rosa, co-owners of the craft stated it would take four or five weeks to repair the craft and replace equipment damaged by salt water.

The vessel which was built in 1946, has a capacity of 160 tons of fish.

TREATY LACKS TEETH

SEATTLE (MPA)—George Johansen, secretary-treasurer of the Alaska Fishermen's Union, (independent) deplored the lack of teeth in the new three-nation treaty proposed to regulate fishing in Alaska, in letters sent to congressmen of Pacific coast states and to Delegate E. L. Bartlett of Alaska.

The treaty has improvements over treaties of the past, but lacks punitive powers according to Johansen.

"We are disappointed with the punitive provisions," Johansen wrote. "We have the right to arrest and seize vessels which violate the treaty, but we must turn them over to their own government for punishment and fines."

The treaty when ratified will be binding on the United States, Canada and Japan.

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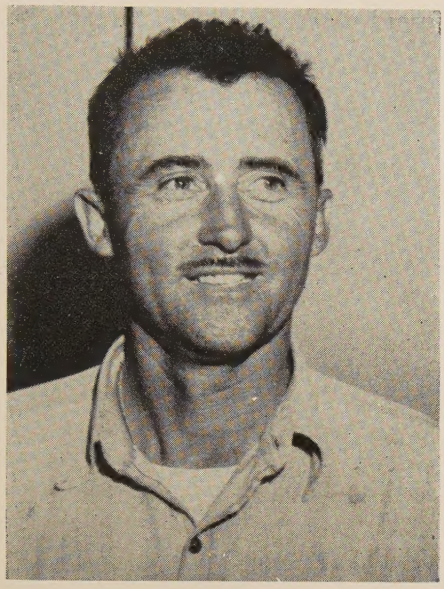

"I do," says Charles L. White, President of the Commercial Fishing Boat Owners, Inc., of San Diego. "It accurately reports all the important news of the industry each month. Its articles are informative and authoritative."

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